R.J. Reynolds Tobacco Company

DM

PRIORITY COMMUNICATION

919-741-5000
Winston-Salem, N.C. 27102

cc: dws/ric

DM-2-G

January 8, 1993

TO: All Division Managers

DATE: January 7, 1993

SUBJECT: Introducing the Availability of MONARCH Full Flavor Box and Light Box

Forsyth Tobacco Products is pleased to announce the availability of MONARCH Full Flavor Crush Proof Box 83's and MONARCH Full Flavor Light Crush Proof Box 83's.

Product Information

Configuration	UPC	Length (In)	Width (In)	Height (In)	Cube (Ft.)	Weight
MONARCH Full Flavor CPB 83's						
Pack	12300 23599	2.2047	0.9055	3.4055	0.0040	0.933 oz
Carton	12300 23513	11.1250	1.8750	3.4375	0.0410	10.130 oz
Case	12300 23512	17.6250	11.5625	22.7500	2.6830	39.000 lb
MONARCH Light CPB 83's						
Pack	12300 23699	2.2047	0.9055	3.4055	0.0040	0.933 oz
Carton	12300 23613	11.1250	1.8750	3.4375	0.0410	10.130 oz
Case	12300 23612	17.6250	11.5625	22.7500	2.6830	39.000 lb

Promotional Allowances: All current Monarch Promotional Programs will apply to this line extension.

Availability to Direct Accounts: Immediately

Distribution Objectives: Distribution should be gained based on current Forsyth Product distribution and account opportunity.

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"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/yyvp0000

The availability of this new line extension will allow you to take advantage of additional volume opportunities within this growing category.

If you have any questions, please advise Gwen Scott at extension 3340.

Good Selling!

Forsyth Tobacco Products
A Division of R. J. Reynolds Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/yyvp0000

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Source: https://www.industrydocuments.ucsf.edu/docs/yyyp0000